

## ORDER



**Orders**  
**Order / Rev:** 677682  
**Alt Order #:** 06112538  
**Product Desc:** NRSC 2012  
**Estimate:**  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 04/16/12 / 10/22/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** National Republican Senatorial Comm  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/US Senate,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	48	\$84,500.00	\$71,825.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	48	\$84,500.00	\$71,825.00	0.00
<b>Totals</b>	<b>48</b>	<b>\$84,500.00</b>	<b>\$71,825.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/31/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--			3		\$500.00		0.00				
E 2	WUSA	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--			3		\$300.00		0.00				
E 3	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$300.00		0.00				
E 4	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$2,500.00		0.00				
E 5	WUSA	10/31/12	11/02/12	10-11a Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$350.00	P-2	0.00	NM	12	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--			3		\$350.00		0.00				





Order / Rev: 677682  
 Alt Order #: 06112538  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committee  
 Product Desc: NRSC 2012  
 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WUSA	11/05/12	11/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$800.00		0.00				
E 27	WUSA	11/05/12	11/05/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$700.00		0.00				
E 32	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$2,200.00		0.00				
E 35	WUSA	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$10,000.00		0.00				
Totals													48	\$84,500.00	